

One NPS Workshops & Community Mapping

Modeling the Urban Agenda depends on close collaboration among all National Park Service programs and parks in the selected cities, combined with strategic coordination of partnerships outside the Service. Charting assets and values will help develop shared activities and initiatives in each model area based on a mutual understanding of both NPS and wider community resources and values. This process will illuminate opportunities for future collaboration and uncover new ways of utilizing resources and assets.

The objective of the values/asset assessment exercise is to examine model area aspirations and resources to realize opportunities and avenues for engagement by taking stock of all the places, programs, people, funding, and ideas that could be combined, or re-combined, in new ways for greater impact.

This is a two-part process. The first phase consists of introspection and alignment of programs and parks invested in the model cities through convening NPS staff at regional level. The second phase consists of meetings and workshops with community partners, organizations, and stakeholders. The goal of the two-phase design is to identify areas of shared value and programs/projects that allow for strategic alignments of city, partner, and Service resources. The internal work is essential to complete first as it ensures a common understanding of the concept and practice of One NPS, identifies existing external partnerships among different programs and parks, and avoids duplication or miscommunication during the outreach phase of the work. The second phase involves working with the model area communities to identify and understand their values and goals, surface areas of overlap and alignment, and select focus areas for the strategic alignment of park, program, and partnership efforts.

Phase I: One NPS Workshops

The internal side of the One NPS workshops is part of the six-month plan of action recommended for the Urban Fellows in the first version of this “Street Map” guidance. These workshops would be convened in regional offices to facilitate participation by the widest possible representation of National Park Service parks and programs. (Phase II with the community-centered values mapping would take place in the model city.)

As of November 2015 One NPS workshops have been convened in Boston (with New York), Atlanta (for the Southeast Region), San Francisco (for Richmond), Washington DC, and Philadelphia (with Richmond VA). Key outcomes from these workshops will be shared across the country.

The participants for this first phase of the workshop were selected to ensure that all aspects of NPS parks and programs are represented. Participants varied for each workshop, as organizational structures are different in each region.

- Regional Director
- Associate Regional Director(s)

- Partnerships Director
- Regional Chief, Conservation Assistance
- Regional Chief, Resource Stewardship
- Regional Chief, Interpretation and Education
- RTCA staff
- Park Superintendent(s)
- National Heritage Area staff
- Youth programs staff
- Communications staff

Process & Objective: The One NPS workshops would be a charrette design session to identify what matters to the National Park Service within the landscape with an emphasis on charting out social, political and conceptual assets. They would consist of a facilitated conversation to chart core values for One NPS, a Culture of Collaboration, and Relevancy in the model area(s), beginning with an exploration of the Director's remarks on the role of NPS in its second century. The objective of the session would be to identify NPS resources already at play in the model area[s], look for key areas of overlap and strategic alignment, and begin to identify prime opportunities for demonstrating the Agenda principle on the ground in the model area[s].

Phase II: City & Community Values

After gaining a better understanding of the NPS context in phase one, phase two concentrates on developing a deeper understanding of the city's and communities' values, goals, and needs. After completing the internal One NPS exercise, the Fellows, along with park and program staff, will have a better understanding of the NPS resources in the model areas and will be well-equipped to work with city and community organizations to identify areas of shared values and alignment of potentially resource.

Selecting participant for these meetings/workshops will require identifying current city and community partners, potential new partners, and local government agencies.

Process & Goals: The City & Community Values meetings and workshops will look different in each model city based on the partnerships and network in place. There are various formats to choose from ranging from Collaboration Clinics run by the RTCA to design-thinking charrettes based on the NPCA and IDEO model. The Urban Fellows will work with local and regional NPS staff to determine the format most appropriate for their context. The objective for these workshops is to identify key areas of overlap among the community values and goals with the NPS values and resources identified in Phase I. This step is critical in assisting the Fellow in determining what project or program can demonstrate the principles of the Urban Agenda.